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Applicant	:	Del Beccaro et al.	
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Docket	:	2917-104	
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Commissioner for Patents
P.O. Box 1450
Alexandria VA 22313-1450

REPLY TO OFFICE ACTION

Dear Sir:

This Reply is in response to the Office Action mailed on March 15, 2007.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks begin on page 9 of this paper.

Amendments to the Claims:

This listing of claims will replace all prior versions of claims in the application:

Listing of Claims:

1. (Previously Presented) A system for providing a visual complement to an audio service, comprising:

a first transmission system configured to transmit data to a second transmission system, wherein the second transmission system is configured to transmit the data to one or more audio/video receivers;

an audio subsystem configured to select sound recordings according to a playlist and transmit, according to the playlist, the selected sound recordings to the first transmission system for relay to the second transmission system; and

a video subsystem, wherein

the audio subsystem is further configured to transmit to the video subsystem a trigger message after selecting a sound recording, wherein the trigger message comprises an identifier associated with the selected sound recording, and

the video subsystem is configured to generate a video image specification that is based, at least in part, on pre-defined configuration data and information included in the trigger message, and is configured to generate the video image specification in response to receiving the trigger message.

2. (Previously Presented) The system of claim 1, wherein the video subsystem is configured to transmit the video image specification so that it is received by the second transmission system, and the second transmission system is configured to generate a video image conforming to the video image specification and transmit the video image along with a sound recording received from the first transmission system to the one or more audio/video receivers.

3. (Original) The system of claim 2, further comprising a storage unit for storing visual media assets, wherein the second transmission system is able to retrieve visual media assets from the storage unit.

4. (Original) The system of claim 1, wherein the video image specification comprises a visual media asset identifier.

5. (Previously Presented) The system of claim 4, wherein the second transmission system is configured to retrieve from the storage unit the visual media asset identified by the visual media asset identifier and use the visual media asset in generating the video image after receiving the video image specification.

6. (Previously Presented) The system of claim 1, wherein the pre-defined configuration data comprises a plurality of identifiers, each of which is associated with a sound recording, and associates a set of visual media asset identifiers with each of the plurality of identifiers.

7. (Previously Presented) The system of claim 6, wherein the pre-defined configuration data further comprises one or more queues of visual media asset identifier sets and further associates one or more of the queues with one or more of the plurality of identifiers.

8. (Previously Presented) The system of claim 7, wherein at least one of said one or more queues includes a visual media asset identifier set that is associated with a time duration.

9. (Previously Presented) The system of claim 1, further comprising a video image generator coupled to the video subsystem, wherein the video subsystem is configured to provide the video image specification to the video image generator, the video image generator is configured to generate a video image conforming to the video image

specification and transmit the video image so that it is received by the second transmission system, and the second transmission system is configured to transmit the video image to the one or more audio/video receivers.

10. (Original) The system of claim 9, further comprising a storage unit for storing visual media assets, wherein the video image generator is able to retrieve visual media assets from the storage unit.

11. (Original) The system of claim 10, wherein the video image specification comprises a visual media asset identifier.

12. (Previously Presented) The system of claim 11, wherein the video image generator is configured to retrieve from the storage unit the visual media asset identified by the visual media asset identifier and use the visual media asset in generating the video image after receiving the video image specification.

13. (Previously Presented) The system of claim 12, wherein the video image specification is contained within an HTML document and the video image is an MPEG video presentation.

14. (Previously Presented) A system for providing a visual complement to an audio service, comprising:

a first transmission system that is configured to transmit data to a second transmission system, wherein the second transmission system is configured to transmit the data to one or more audio/video receivers;

an audio subsystem that is configured to select sound recordings according to a playlist and transmit, according to the playlist, the selected sound recordings to the first transmission system for relay to the second transmission system; and

a video subsystem, wherein

the audio subsystem is further configured to transmits to the video subsystem a trigger message after selecting a sound recording, wherein the trigger message comprises an identifier associated with the selected sound recording,

the video subsystem is configured to generate a video image based, at least in part, on pre-defined configuration data and transmit the video image to the first transmission system for relay to the second transmission system after receiving the trigger message, and

the second transmission system is configured to transmit the video image to the one or more audio/video receivers.

15. (Original) The system of claim 14, further comprising a storage unit for storing visual media assets, wherein the video subsystem is able to retrieve visual media assets from the storage unit.

16. (Previously Presented) The system of claim 15, wherein, after receiving the trigger message comprising the identifier, the video subsystem is configured to determine, based, at least in part, on the pre-defined configuration data, a set of visual media asset identifiers.

17. (Original) The system of claim 16, wherein one or more of the visual media asset identifiers are associated with a screen position.

18. (Previously Presented) The system of claim 17, wherein the video subsystem is configured to retrieve from the storage unit the visual media assets identified by the set of visual media asset identifiers and use the visual media assets and the image position associated with the one or more visual media assets in generating the video image.

19. (Original) The system of claim 14, wherein the video image is an MPEG video presentation.

20. (Previously Presented) The system of claim 14, wherein the pre-defined configuration data comprises a plurality of identifiers, each of which is associated with a sound recording, and associates a set of visual media asset identifiers with each of the plurality of identifiers.

21. (Previously Presented) The system of claim 20, wherein the pre-defined configuration data further comprises one or more queues of visual media asset identifier sets and further associates one or more of the queues with one or more of the plurality of identifiers.

22. (Previously Presented) The system of claim 21, wherein at least one of said one or more queues includes a visual media asset identifier set that is associated with a time duration.

23-45. Cancelled.

46. (Previously Presented) A method for providing a visual complement to an audio service, comprising:

selecting a sound recording;

transmitting the selected sound recording to a consumer device that is operable to reproduce the sound recording;

after selecting the sound recording, transmitting a trigger message, wherein the trigger message comprises an identifier that is associated with the selected sound recording;

after transmitting the trigger message, receiving the trigger message and generating a video image based, at least in part, on pre-defined configuration data and the identifier contained in the trigger message; and

transmitting the video image to the consumer device so that the video image can be reproduced by the consumer device while the consumer device is reproducing at least some portion of the sound recording.

47. (Previously Presented) The method of claim 46, wherein the step of transmitting the selected sound recording to a consumer device comprises:

transmitting the sound recording to a first transmission system;

receiving the sound recording at the first transmission system; and

transmitting the sound recording from the first transmission to a second transmission system, which is configured to broadcast the sound recording to a plurality of consumer devices, including said consumer device.

48. (Previously Presented) The method of claim 46, wherein the step of transmitting the selected sound recording to a consumer device comprises broadcasting the sound recording to a plurality of consumer devices, including said consumer device.

49. (Previously Presented) The method of claim 46, wherein the step of selecting the sound recording comprises selecting the sound recording from a playlist.

50. (Previously Presented) The method of claim 46, wherein the step of generating the video image comprises generating, in response to receiving the trigger message, a video image specification based, at least in part, on the pre-defined configuration data and the identifier contained in the trigger message.

51. (Previously Presented) The method of claim 50, further comprising transmitting the video image specification to a device that is configured to generate the video image based on the video image specification.

52. (Previously Presented) The method of claim 51, wherein the video image specification comprises a visual media asset identifier.

53. (Previously Presented) The method of claim 52, wherein the device is configured to obtain the visual media asset identified by the visual media asset identifier and use the visual media asset in generating the video image.

54. (Previously Presented) The method of claim 46, wherein the pre-defined configuration data comprises a plurality of identifiers, each of which is associated with a sound recording, and associates a set of visual media asset identifiers with each of the plurality of identifiers.

REMARKS

Claims 1-22 and 46-54 are pending in the application. Claims 1, 14, and 46 are independent. Claims 23-45 have been cancelled without prejudice or disclaimer. No new matter has been added by the amendments. Applicants respectfully request reconsideration of the present application.

Applicants thank the Examiner for indicating that claims 1-22 and 46-54 are allowable. In order to expedite the allowance of the present application, the rejected claims (claims 23-45) have been cancelled. Accordingly, the application is now in condition for allowance.

RESPECTFULLY SUBMITTED,					
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